

## **BROADCAST RESPONSE METHOD AND SYSTEM**

### **ABSTRACT OF THE DISCLOSURE**

A system and method for broadcast response generally employing RDS, DARC, or similar technology is provided, including a method for responding to a broadcast comprising extracting an event identifier from a broadcast signal; detecting a response by a user to the broadcast signal; polling a communications device to determine a user identifier; and communicating the event identifier and the user identifier when the user response is detected.

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